

GERMAN AMERICAN EVENTS, LLC

The Christkindlmarket

SOCIAL MEDIA TOOLKIT

2023 General Version

www.christkindlmarket.com





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About Toolkit

General Information

General Information

In this social media toolkit, you will find sharable content aimed at informing your networks about the Christkindlmarket brand.

This guide contains suggested language, color scheme, style, and visual assets for easy recognition of the Christkindlmarket brand. Whether you're a vendor, sponsor, media, or partner - we want to help you share your excitement and involvement in the upcoming 2023 season on your personal and organizational social media channels. The handles and hashtags in this toolkit are the preferred ones as they help with the increase of reach and make it easier for us to track coverage, but please feel free to incorporate your own style and tone.

If you have any questions, please reach out to the Christkindlmarket Marketing Team #christkindlmarketing:

Leila Schmidt at schmidt@germanamericanevents.com or/and
Svetlana Belova at belova@germanamericanevents.com



Introduction

The Christkindlmarket Brand

The Christkindlmarket Brand

#TheChristkindlmarket has continued to evolve since its inaugural event in 1996. New locations, team members, and assets have been added over the years, leading to constant adjustments to its brand and mission.

While the markets reflect traditional values, they also mirror a modern-day approach to a classic German tradition with an international flair in Chicago and beyond.

Learn more about the Christkindlmarket History & Tradition [here](#).



Social Media Resources

Our Platforms, Handles & Hashtags

Social Media Platforms

Primary channels:

- [Facebook](#)* – **169,7K****
- [Instagram](#) – **31,5K** (including Stories and Reels)
- [TikTok](#) – **2,3K**

Secondary channels:

- [Twitter](#) – **2,8K** (used for major announcements (e.g., weather, wait times, ...) and important news about the brand)
- [LinkedIn](#) – **870** (utilized for business-purposes and important announcements)
- [YouTube](#) – **262** (mostly for promotional and educational content that serve the purpose of cultural/intercultural projects)

Follow the Christkindlmarket brand to stay connected and/or join the conversation.

*We have dedicated Facebook profiles for each of the market location

** Total followers count across all Facebook accounts (Chicago, Wrigleyville, Aurora and Milwaukee)

Social Media Handles

Priority handles to tag



[@Christkindlmarket](#) - Official Facebook account for the Christkindlmarket Chicago
[@christkindlmarket.wrigleyville](#) - Official Facebook account for the Christkindlmarket Wrigleyville
[@christkindlmarket.aurora](#) - Official Facebook account for the Christkindlmarket Aurora



[@thechristkindlmarket](#) - Official Instagram account for the Christkindlmarket



[@thechristkindlmarket](#) - Official TikTok account for the Christkindlmarket

Secondary handles to tag



[@TheChristkindl](#) - Official Twitter account for the Christkindlmarket



[@thechristkindlmarket](#) - Official LinkedIn account for the Christkindlmarket



[@christkindlmarket](#) - Official YouTube account for the Christkindlmarket

Suggested Hashtags

To encourage more engagement and to spread awareness even further, we ask you to use the following hashtags:

Primary hashtags

#thechristkindlmarket #christkindlmarket

Specific to the location hashtags

#christkindlmarketchicago #christkindlmarketwrigleyville #christkindlmarketaurora

Secondary hashtags

#gallagherwaychi #riveredgepark #daleyplaza #backintheburbs
#christkindlmarketmugs #christkindlmarketmug
#germanamericanevents

Add #thechristkindlmarket and/or #christkindlmarket and other relevant hashtags to your social posts and engage with the Christkindlmarket via personal and organizational accounts.

Share on Social Media

In addition to the [General Social Media Toolkit](#), we will be providing extra toolkits that are specific to every of our upcoming social media campaigns.

Visit [the Christkindlmarket media folder](#) to access hi-res photos and videos to share across your social media. You can also create content with your own unique style and share your personal experience about your visit to our markets.

Photos/videos can include:

- an explanation of the details of the Christkindlmarket(s)
- reasons why you suggest to visit the Christkindlmarket(s)
- a highlight of any specific market location/or vendor/product
- anything you think will help to spread the word and be effective in encouraging people to follow the Christkindlmarket brand or/and visit the market location(s)

Please make sure to include the credit to the respective photographer as listed in [our guidelines](#).

When posting, use our primary hashtags #thechristkindlmarket #christkindlmarket and tag the Christkindlmarket. Depending on which platform you're posting to, you can choose priority or secondary handles listed in this [Social Media Toolkit](#).

THANK YOU!

We appreciate your help in spreading the word about the Christkindlmarket brand.

Connect with us!

